

## ABSTRACT

The present invention is directed to an aqueous personal care or cosmetic formulation containing a starch-encapsulated hydrophobic compound. These formulations are stable, and allow for formulations containing hydrophobic ingredients without the need for additional surfactants or emulsifiers. The starch-encapsulated hydrophobic compound is formed by jet cooking a mixture of the starch and the hydrophobic compound. Useful formulations include a wide variety of personal care and cosmetic formulations, including skin and hair care formulations.